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IS/074 Cont. 4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.
Application No. : 10/066,811 Confirmation No.: 6065
Filed : February 4, 2002
For : SYSTEM AND METHOD FOR MODIFYING
ADVERTISEMENT RESPONSIVE TO EPG
INFORMATION
Art Unit : 2623
Examiner : Fred H. Peng

New York, New York 10036
April 18, 2007

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

Responsive to the final Office Action mailed January 18, 2007 (hereinafter "Office Action"), applicants file herewith a Request for Continued Examination under 37 C.F.R. § 1.114 and respectfully request consideration of the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this Reply.

Remarks begin on page 18 of this Reply.